



3622  
PATENT  
Attny Dkt No.: 11032-3037

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: ADDANTE, Frank

Appl'n No.: 09/757,389

Filing Date: 08 January 2001

For: METHOD AND APPARATUS FOR  
SELECTING AND DELIVERING  
INTERNET BASED ADVERTISING

Group Art Unit: 3622

Examiner: DURAN, Arthur D.

**Mail Stop AMENDMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT  
UNDER 37 C.F.R. § 1.97 & § 1.98**

Sir:

Under the provisions of 37 C.F.R. § 1.97(b)(3), and in accordance with the Applicant's duty of disclosure under 37 C.F.R. § 1.56, Applicant would like to call to the Office's attention the references listed on the enclosed substitute form PTO-1449 (18 sheets). These references are associated with other patents and patent applications owned by the assignee of the present invention that are related to the subject matter of ad serving.

It is respectfully requested that the listed references be expressly considered during the prosecution of this application, that the Examiner initial each listed reference to evidence its consideration, and that the references be made of record therein and appear among the "References Cited" section on any patent to issue therefrom.

Pursuant to 37 C.F.R. § 1.98(a)(2)(ii), Applicant has not provided copies of the listed U.S. patents and U.S. patent application publications but will do so if required by the Office.

The filing of this Information Disclosure Statement and the enclosed substitute form PTO-1449 shall not be construed as an admission that the information cited is prior art, or is considered to be material to patentability as defined in 37 C.F.R. § 1.56(b).

As this statement is being filed before the mailing of a first Office action on the merits pursuant to 37 C.F.R. § 1.97(b), no fee is believed due. Nonetheless, the Office is hereby authorized to charge any fees required under 37 C.F.R. § 1.16 or § 1.17 or credit any overpayments to Kenyon & Kenyon LLP's Deposit Account No. 11-0600.

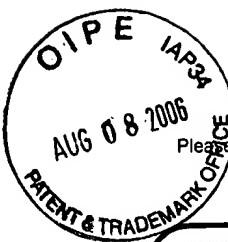
The Office is invited to contact the undersigned at 202-220-4200 to discuss any matter regarding this application.

Respectfully submitted,

Dated: August 8, 2006

Bradley J. Meier  
Bradley J. Meier  
(Reg. No. 44,236)

KENYON & KENYON LLP  
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Washington, D.C. 20005  
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(202) 220 - 4201 (facsimile)



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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

1 of 18

Complete if Known	
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Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

### U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
		4,602,279		FREEMAN	07-22-1986	
		4,703,423		BADO et al.	10-27-1987	
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Examiner Signature	Date Considered
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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Group Art Unit	3622
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Attorney Docket Number	11032-3037

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Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
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Attorney Docket Number	11032-3037

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First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.

Attorney Docket Number	11032-3037
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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
		DE	19528911	A1	GOLDSCHIEDER	02-12-1997		
		EP	0 216 535	A2,A3	MATERNA et al.	04-01-1987		
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	WO	96/36926	A1	MCDONALD et al.	11-21-1996		
	WO	96/38796	A1	MOHR	12-05-1996		
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<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

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of

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**Complete if Known**

Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

### OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		17625888; Java and Blackbird: extending the Web.....; Seybold Report on Publishing Systems; October 23, 1995	
		17497026; Look who's surfing.....; Schurr; PC Week; October 30, 1995	
		17594025; HotWired and Neilsem team to verify usage data; Electronic Marketplace Report; July 4, 1995	
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		www5conf.inria.fr; Ubiquitous Advertising on the WWW; Kohda et al; Fifth International WWW Conference; May 6-10, 1996	
		Bounty Quest home page article titled "DoubleClick Bounty Paid Ad Pioneer Turned Online Porn Mogul Wins \$10,000; (<http://www.bountyquest.com/>; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Bounty Collected Double Click Banner Ad Patent; ( <a href="http://www.bountyquest.com/bounties/displayBounty.php?bountyName=1019">http://www.bountyquest.com/bounties/displayBounty.php?bountyName=1019</a> ; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Digital Porn Mogul Wins Silver Bullet Award; ( <a href="http://www.bountyquest.com/winner-bschuster.htm">http://www.bountyquest.com/winner-bschuster.htm</a> ; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "DoubleClick Prior Art; ( <a href="http://www.bountyquest.com/patentinfo/doubleclickart.htm">http://www.bountyquest.com/patentinfo/doubleclickart.htm</a> ; printed on 3/9/01)	
		Business Plan posted on Bounty Quest Website titled "Summary of Proposed Business Activities for the World Wide Internet Network (WWIN); ( <a href="http://www.bountyquest.com/images/doubleclickPage9.gif">http://www.bountyquest.com/images/doubleclickPage9.gif</a> ; printed on 3/9/01)	
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		CNET Press Release titled "About CNET; ( <a href="http://www.canada.cnet.com/aboutcnet/0-13613-7-808022.html">http://www.canada.cnet.com/aboutcnet/0-13613-7-808022.html</a> ; printed on 3/9/01)	

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Sheet

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Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.

Attorney Docket Number

11032-3037

		ADMedium Newsletter linked from Bounty Quest Website; ( <a href="http://uts.cc.utexas.edu/tecas/nl9_2_96.html">http://uts.cc.utexas.edu/tecas/nl9_2_96.html</a> ; printed on 4/4/01)	
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		Metcalf, Bob "From the Ether", InfoWorld, v.18 iss.3. Available at <a href="http://infoworld.com">http://infoworld.com</a> , Aug. 1996.	
		NetGravity AdServer 2.0 Announcement. Available at <a href="http://netgravity.com">http://netgravity.com</a> , Oct. 1996.	
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		Lockard, Meredith; "Advertising done your way," Target Marketing, v20, n10, p40, ISSN: 0889-5333, October 1997.	
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		Chat Transcript; Topic: Ad Measurement and Management; Oct. 15, 1998; ( <a href="http://www.zeff.com/learn/zdu/advertising/zinman.html">http://www.zeff.com/learn/zdu/advertising/zinman.html</a> ; printed on 2/7/00)	
		CNET Press Release titled "CNET Online Signs Up More Than a Quarter of a Million Members Through Voluntary Registration after Only Five Months"; ( <a href="http://home.cnet.com/aboutcnet/0-13613-7-808021.html">http://home.cnet.com/aboutcnet/0-13613-7-808021.html</a> ; printed on 11/26/99)	
		Hypertext Markup Language - 2.0; November 1995 (Draft HTML 2.0 Specification; September 22, 1995)	
		Webster's Third New International Dictionary of the English Language Unabridged, 1967, page 2171 "some"	

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Sheet

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Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

		Microsoft Press Computer Dictionary Third Edition, 1997, p. 387 "proxy server"	
		Bill Harvey, The Expanded ARF Model: Bridge to the Accountable Advertising Future, Journal of Advertising Research, March/April 1997, pp. 11-20	
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		LURING IN CUSTOMERS VIA WEB ADVERTISING, October 1996, Business Strategies	

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Sheet

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Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

DAVID E. ZINMAN (founder of FocaLink), Deposition Transcript from <i>DoubleClick, Inc. v. L90, Inc.</i> , 00 Civ. 2690, S.D.N.Y.
RONALD A. KOVAS (CEO of FocaLink), Deposition Transcript from <i>DoubleClick, Inc. v. L90, Inc.</i> , 00 Civ. 2690, S.D.N.Y.
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Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.

Attorney Docket Number

11032-3037

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Sheet

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Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.

Attorney Docket Number

11032-3037

	FocalLink Media Services, Inc.; David Zinman et al.; August 2, 1995; Z00057-Z00070 / SD027128-SD027141	
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	RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087 / SD027158	
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	Re: Test Parameters (fwd); October 23, 1995; Jason Strober; Z00091-Z00092 / SD027162-SD027163	
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Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.

Attorney Docket Number 11032-3037

	Contact at Netcom; October 26, 1995; David Zinman; Z00100 / SD027171	
	CMP Technical Contact; October 30, 1995; Jason Strober; Z00104 / SD027172	
	from ad age today...; October 30, 1995; Karen Johnson; Z00105-Z00106 / SD027173-SD027174	
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	Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114 / SD027179-SD027182	
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	FocaLink Media Services; November 14, 1995; David Zinman; Z00117-Z00119 / SD027185-SD027187	
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	FocaLink white paper; November 15, 1995; David Zinman; Z00121-Z00123 / SD027189-SD027191	
	Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125 / SD027192-SD027193	
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	Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128 / SD027195-SD027196	
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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Application Number	09/757,389
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				Examiner Name	Duran, Arthur D.
				Attorney Docket Number	11032-3037

		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147 / SD027212	
		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148 / SD027213	
		FocaLink Media Services; December 6, 1995; David Zinman; Z00149 / SD027214	
		FocaLink for the Layman; December 6, 1995; David Zinman; Z00150 / SD027215	
		Microtargeting; December 7, 1995; David Zinman; Z00151 / SD027216	
		Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154 / SD027217-SD027219	
		FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156 / SD027220-SD027221	
		Catch-up time; December 11, 1995; David Zinman; Z00157 / SD027222	
		Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00160 / SD027223-SD027225	
		Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161 / SD027226	
		Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162 / SD027227	
		FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163 / SD027228	
		I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164 / SD027229	
		Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165 / SD027230	
		FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166 / SD027231	
		Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167 / SD027232	
		Quote for Press Release; January 15, 1996; David Zinman; Z00168 / SD027233	

Examiner Signature	Date Considered
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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### Complete if Known

Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

	Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169 / SD027234	
	Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171 / SD027235-SD027236	
	RE> **Ad Placement Notific; January 19, 1996; Dan_Stoller@ansf.com; Z00172-Z00173 / SD027237-SD027238	
	Invitation; January 25, 1996; wilkins@eit.com; Z00174 / SD027239	
	Focalink; January 25, 1996; David Zinman; Z00175 / SD027240	
	SmartBanner Reports; January 25, 1996; David Zinman; Z00176 / SD027241	
	RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177 / SD027242	
	Comments; January 29, 1996; David Zinman; Z00178-Z00182 / SD027243-SD027247	
	Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183 / SD27248	
	fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185 / SD027249-SD027250	
	Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188 / SD027251-SD027253	
	Microsoft Update; February 5, 1996; Margaret Bond; Z00189 / SD027254	
	Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192 / SD027255-SD027257	
	Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195 / SD027258-SD027260	
	Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198 / SD027261-SD027263	
	[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199 / SD027264	
	Focalink Communications; February 6, 1996; David Zinman; Z00200-Z00202 / SD027265-SD027267	

Examiner Signature	Date Considered
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Complete If Known

Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.

Attorney Docket Number

11032-3037

		Test With Focalink; February 7, 1996; David Zinman; Z00203 / SD027268	
		Urgent – Microsoft Ad Placement; February 7, 1996; David Zinman; Z00204 / SD027269	
		Test for Microsoft Banner; February 8, 1996; Joel Bassuk; Z00205 / SD027270	
		ZDNet Test; Margaret Bond; February 8, 1996; Z00206 / SD027271	
		URLs; February 8, 1996; Dan Stoller; Z00207-Z00208 / SD027272-SD027273	
		HeadsUp 02-09-96 (20 stories)<CD58M010>; February 9, 1996; An Information Service of Individual Inc.; Z00209-Z00212 / SD027274-SD027277	
		Focalink Communications; February 13, 1996; David Zinman; Z00213 / SD027278	
		Targeting; February 13, 1996; Michael Wang; Z00214 / SD027279	
		Re: Cookies!; February 15, 1996; David Zinman; Z00215 / SD027280	
		Focalink; February 22, 1996; Jason Strober; Z00216 / SD027281	
		Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218 / SD027282-SD027283	
		Cookies; March 6, 1996; David Zinman; Z00219 / SD027284	
		Did I send this 2x; April 3, 1996; Z00220-Z00222 / SD027285-SD027287	
		Answer to your request; April 8, 1996; Z00223 / SD027288	
		Site Letter; April 10, 1996; Z00224-Z00225 / SD027289-SD027290	
		Oracle and Intel; April 12, 1996; Z00226 / SD027291	
		DoubleClick; April 16, 1996; Z00227 / SD027292	

Examiner Signature		Date Considered	
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Substitute for form 1449A/PTO				Complete if Known	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Application Number	09/757,389
Sheet	17	of	18	Filing Date	08 January 2001
				First Named Inventor	ADDANTE, Frank
				Group Art Unit	3622
				Examiner Name	Duran, Arthur D.
				Attorney Docket Number	11032-3037

		Open Market Licenses With NetGravity; May 6, 1996; Z00228 / SD027293	
		Fact check; May 12, 1996; Z00229 / SD027294	
		IDG; May 17, 1996; Z00230-Z00231 / SD027295-SD027296	
		Daily Spectrum; May 20, 1996; Z00232-Z00242 / SD027297-SD027307	
		Fact check; May 20, 1996; Z00243 / SD027308	
		Cookie FAQ; May 21, 1996; Z00244 / SD027309	
		Focalink Communications; May 21, 1996; Z00245-Z00246 / SD027310-SD027311	
		Network World Fusion; May 22, 1996; Z00247 / SD027312	
		Looming issue; July 13, 1996; Z00248-Z00249 / SD027313-SD027314	
		Cookies & privacy ? / German Press; July 15, 1996; Z00250 / SD027315	
		Cookies & privacy ? / German Press; July 16, 1996; Z00251 / SD027316	
		DoubleClick; September 5, 1996; Z00252-Z00253 / SD027317-SD027318	
		Infoseek Business Terms; September 7, 1996; Z00254-Z00256 / SD027319-SD027321	
		SmartBanner ads on HotWired; September 11, 1996; Z00257 / SD027322	
		Statement of Work; September 23, 1996; Z00258-Z00259 / SD027323-SD027324	
		NetGravity Releases Adserver 2.0; October 21, 1996; Z00260-Z00263 / SD027325-SD027328	
		"FOCALINK"; DC004278A	

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

		"FocaLink Services"; FocaLink Media Services, Inc.; DC004278B-DC004278C	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX	
		<u>"Link Marketing"</u> ; handwritten page; MA0001	
		"Link Marketing"; LinkMarket; MA0002-MA0007	
		"LinkMarket"; David Zinman et al.; MA0008-MA0027	
		"Link Marketing, LLP"; MA0028-MA0029	
		"Link Marketing LLP"; MA0030-MA0038	
		"Escapes"; Web page; MA0039-MA0040	
		"Industry Overview"; FocaLink Media Services, Inc.; MA0041-MA0053	
		"Executive Summary"; Focalink Communications Confidential"; printed 7/30/97; MA0054-MA0109	
		"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149	

Examiner Signature		Date Considered	
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